

ABSTRACT

The purpose of this study is to determine marketing strategies of Phia Deva Bread Industry in Yogyakarta, using SWOT analysis (Strenghts, Weaknesses, Opportunitties, Threats), Internal and External Grand Strategy. The data is collected from interviews with marketing managers and historical reports and observations. Based on research conducted at the SWOT analysis of the industry can be concluded Deva Phia are in quadrant I SO (Strength Opportunity) is an aggressive strategy. Aggressive strategy of which is to optimize existing strengths. Power that Phia Deva bakery industry should be utilized to achieve the best possible opportunities and overcome the weaknesses and challenges in the implementation of marketing. Despite its shortcomings in the quality and quantity of human resources and marketing, but Phia Deva bread industry has a good brand image. By creating various marketing training the human resources can be molded into a qualified human resources marketing and began doing promotions at various mass media in Yogyakarta. With the position means a very favorable situation. Phia Deva bakery industry has the opportunity and power so as to leverage existing opportunities. The strategy should be applied in this condition is to support aggressive growth policy

Keywords: Marketing Strategy, SWOT Analysis, Grand Strategy

